

## ABOUT US

HARRISON HAYES IS AN INNOVATION AND BRANDING CONSULTING FIRM WITH ONE BRANCH DEDICATED TO DEVELOPING STATE OF THE ART BRAND NAMES AND STRATEGIES THROUGH THE USE OF SIMPLE, YET SOPHISTICATED METHODOLOGIES. OUR BRAND NAMING AND STRATEGY DEVELOPMENT METHODOLOGY IS COMPREHENSIVE IN NATURE, WHICH ENSURES THAT OUR CLIENTS WILL BE COMPLETELY SATISFIED WITH OUR DELIVERABLES.

- › BRAND NAME DEVELOPMENT
- › VISUAL IDENTITY
- › BRAND STRATEGY

## BRANDS CREATED

**VIAGRA®**  
(sildenafil)

**ESCALADE**



**XENICAL®**  
orlistat

**Xience V**



401 N. Tryon Street,  
Suite 1067, 10th Floor  
Charlotte, NC 28202  
Tel. 704-972-2402  
info@harrisonhayes.com

TO LEARN MORE ABOUT OUR OTHER SERVICES  
PLEASE CLICK ON THE LINK OR SCAN THE QR  
CODE BELOW:

[WWW.HARRISONHAYES.COM](http://WWW.HARRISONHAYES.COM)



## BRAND NAME DEVELOPMENT

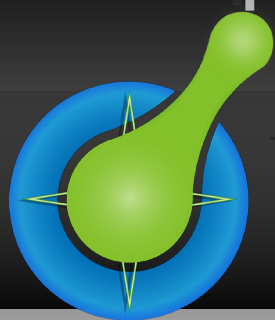
- › TRADEMARK SCREENING
- › DOMAIN SEARCH
- › COMMON LAW SEARCH
- › LINGUISTIC ANALYSIS
- › SCRIPTABILITY EVALUATION
- › FINAL NAME CREATION
- › MARKET VALIDATION

## VISUAL IDENTITY

- › COMPETITIVE ASSESSMENT
- › LOGO DEVELOPMENT
- › LEGAL ANALYSIS
- › PACKAGE DESIGN
- › BRAND STANDARDS

## BRAND STRATEGY

- › BRAND ARCHITECTURE
- › POSITIONING STRATEGY
- › BRAND GUIDELINES
- › GO-TO-MARKET STRATEGY
- › RE-BRANDING



# WHAT WE DO

EVERYTHING FROM DEVELOPING NEW PRODUCTS, GO-TO-MARKET STRATEGIES, AND PREPARING ANNUAL MARKETING BRAND PLANS, I HAVE NO HESITATION IN RECOMMENDING THEIR WORK.

--MARY MINNICK, FORMER CHIEF MARKETING OFFICER

The Coca-Cola logo, featuring the brand name in its signature red script font.